

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

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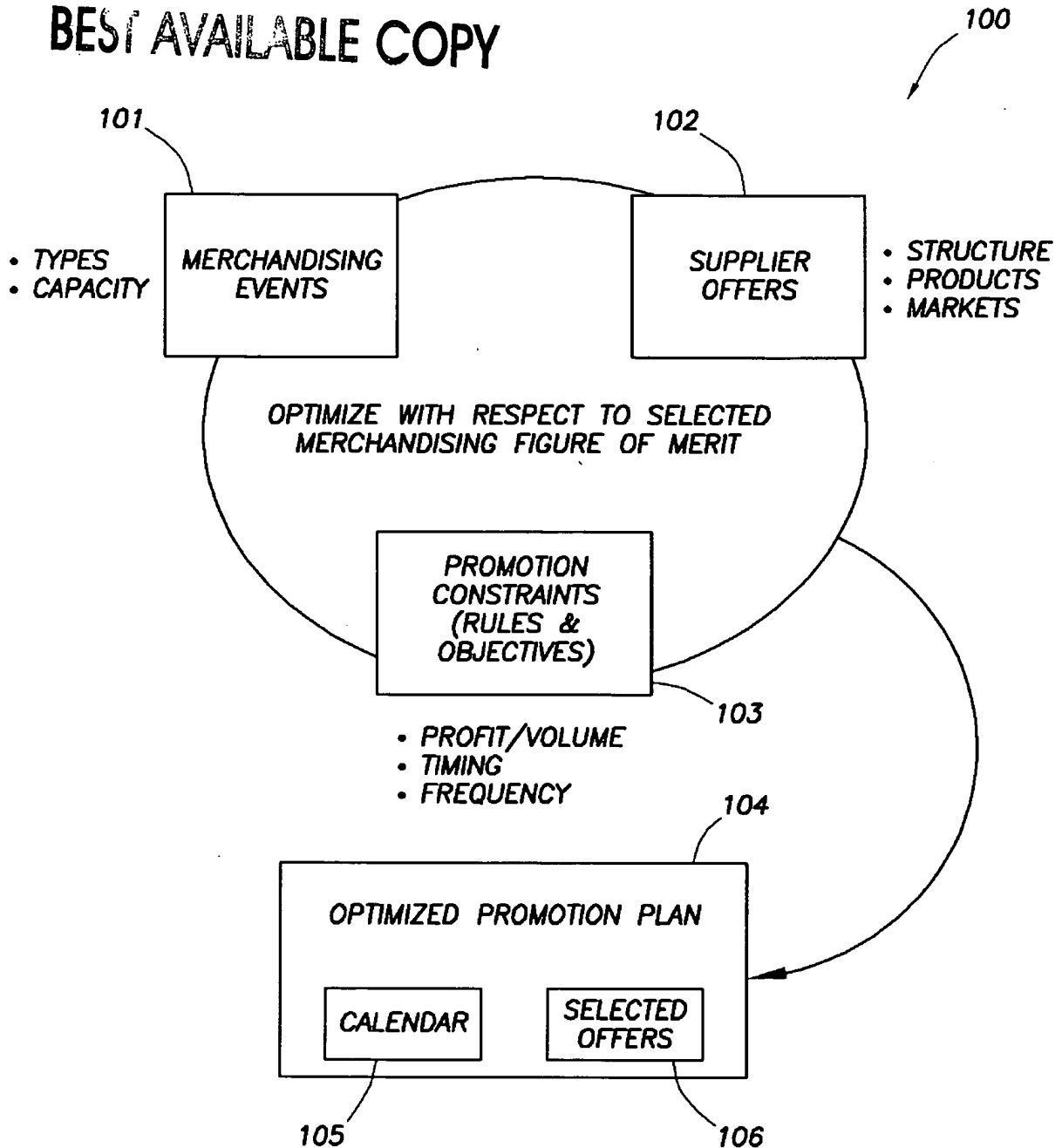


FIG. 1

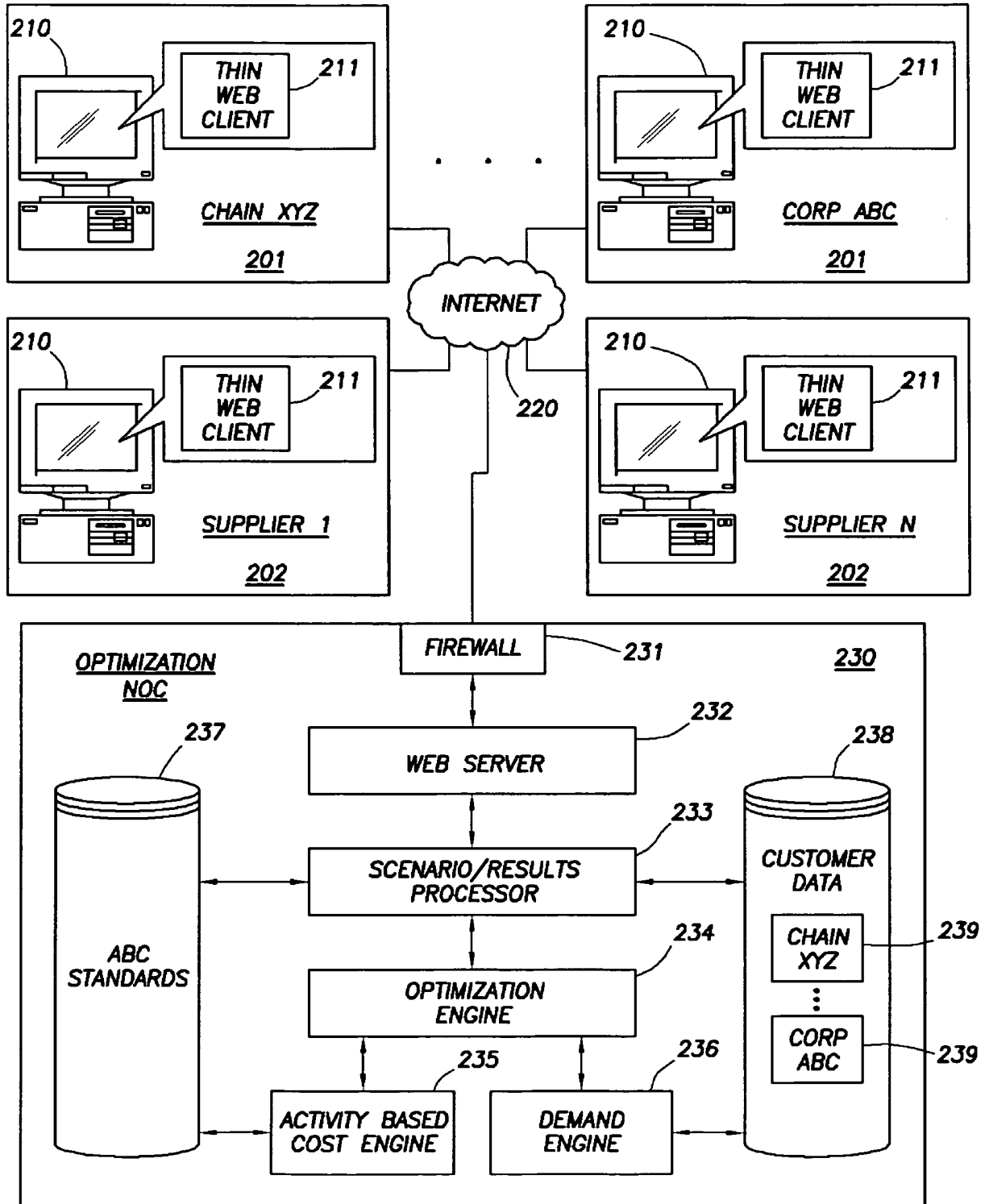
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FIG. 2

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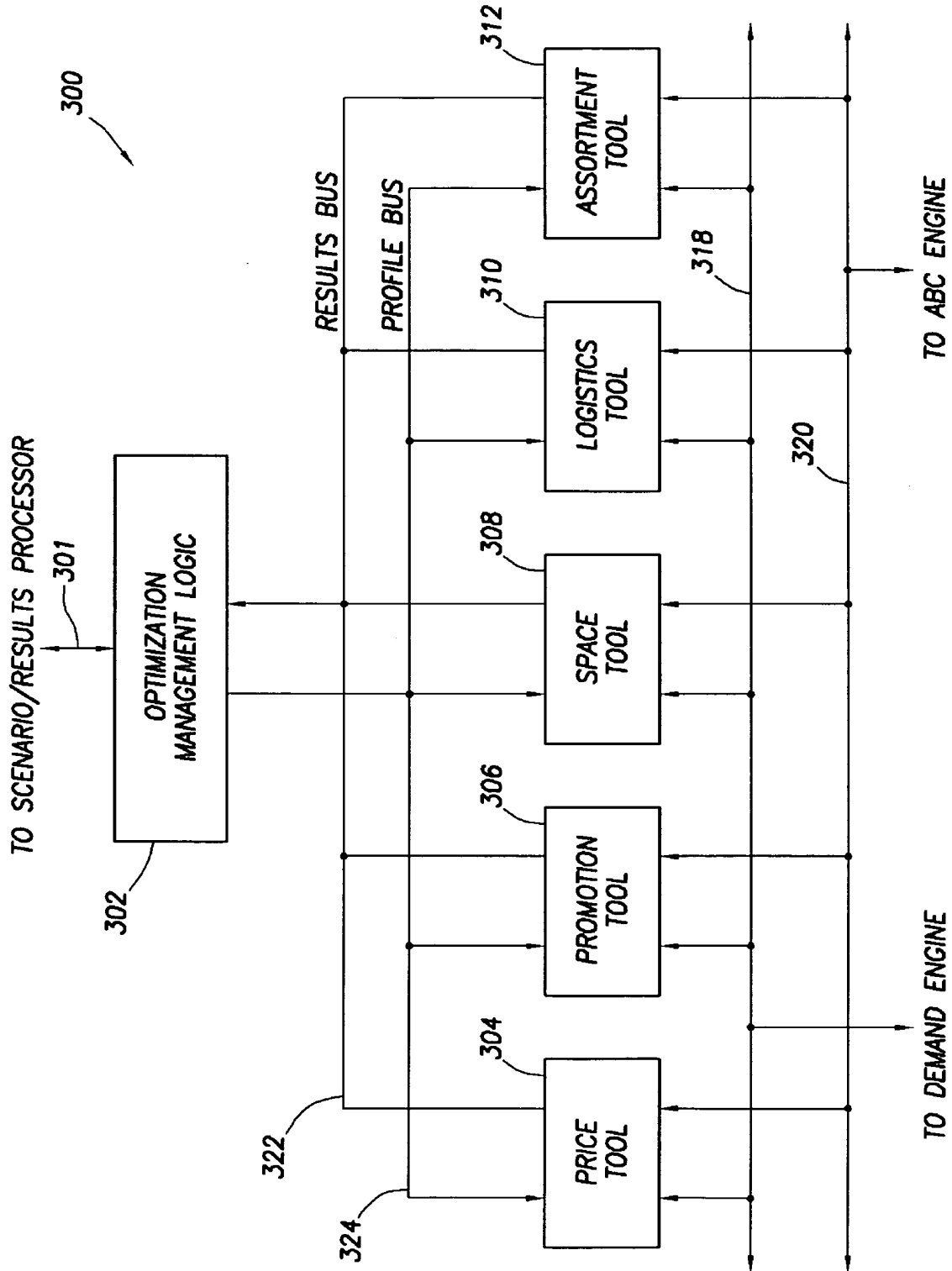


FIG.3

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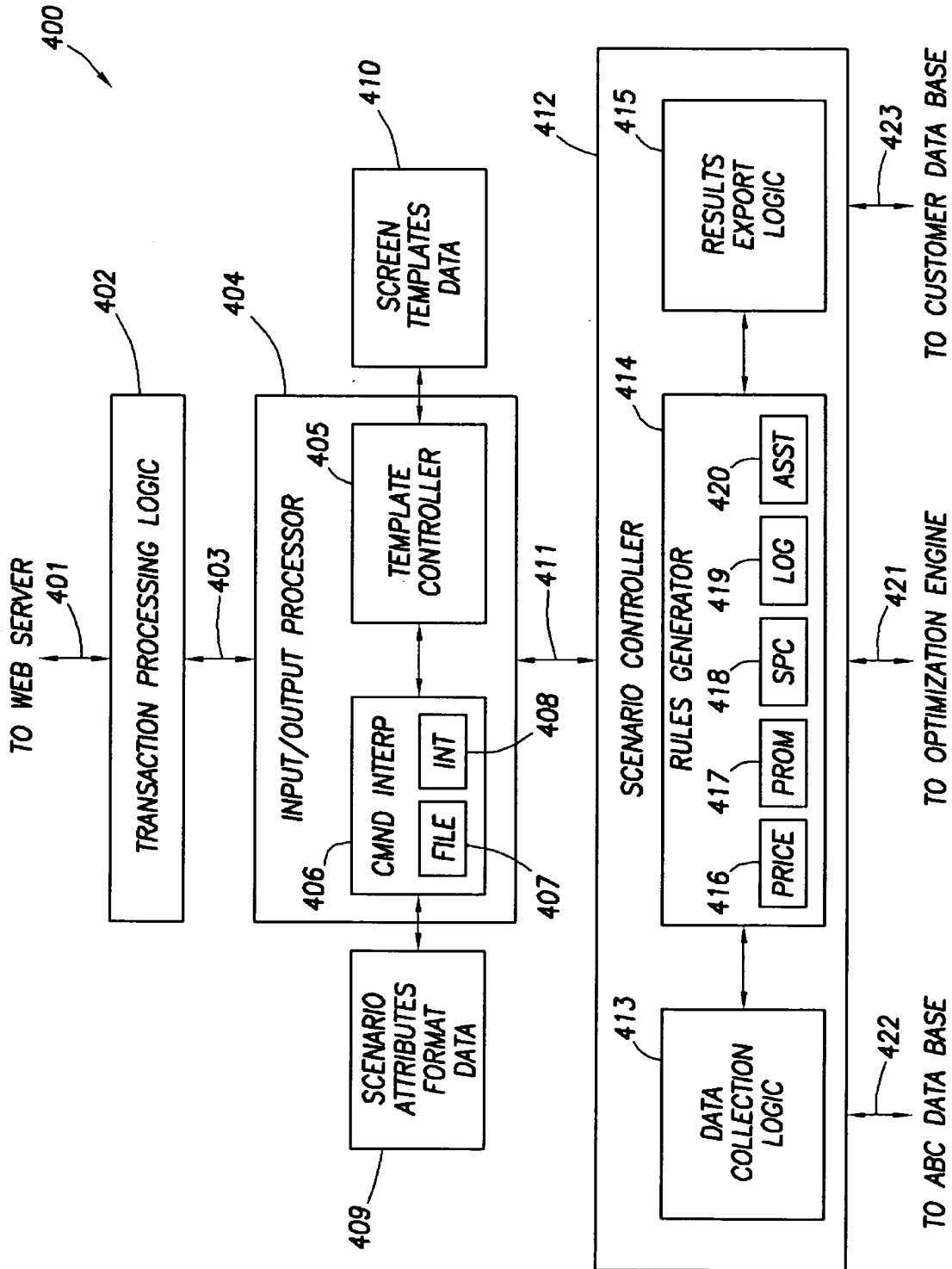


FIG. 4

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BEGIN

502

FIG.5

SELECT MERCHANDISING
LEVER FOR
OPTIMIZATION

504

ACQUIRE (SECURE) DATA

506

DEVELOP DEMAND/
FINANCIAL MODELS

508

OVERLAY LEVER
STRATEGY BUSINESS
RULES

510

OPTIMIZE LEVER
ATTRIBUTES

512

PRESENT OPTIMIZED
ATTRIBUTES

514

DIFFERENT
LEVER?

516

Y

N

DONE

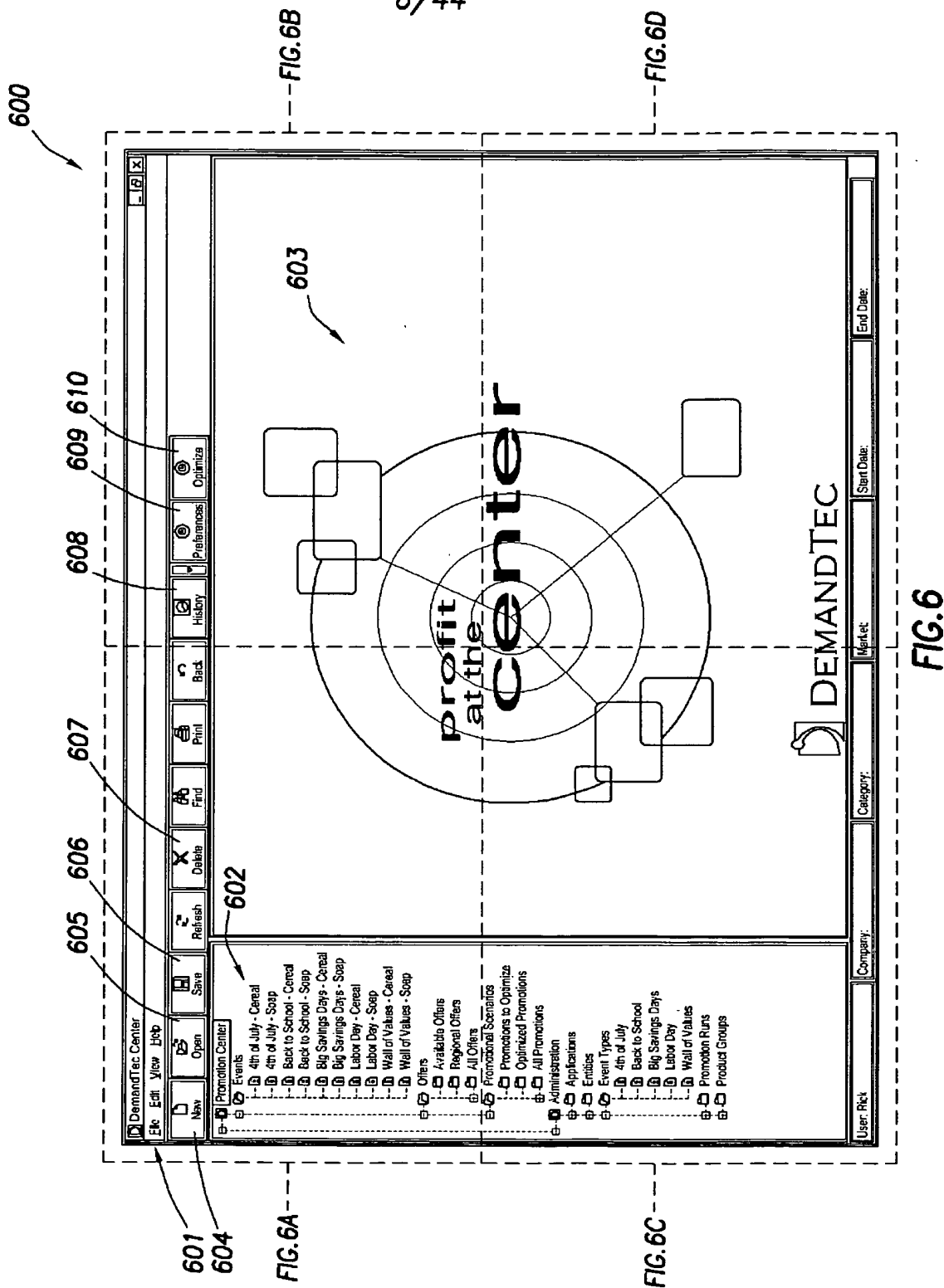
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600

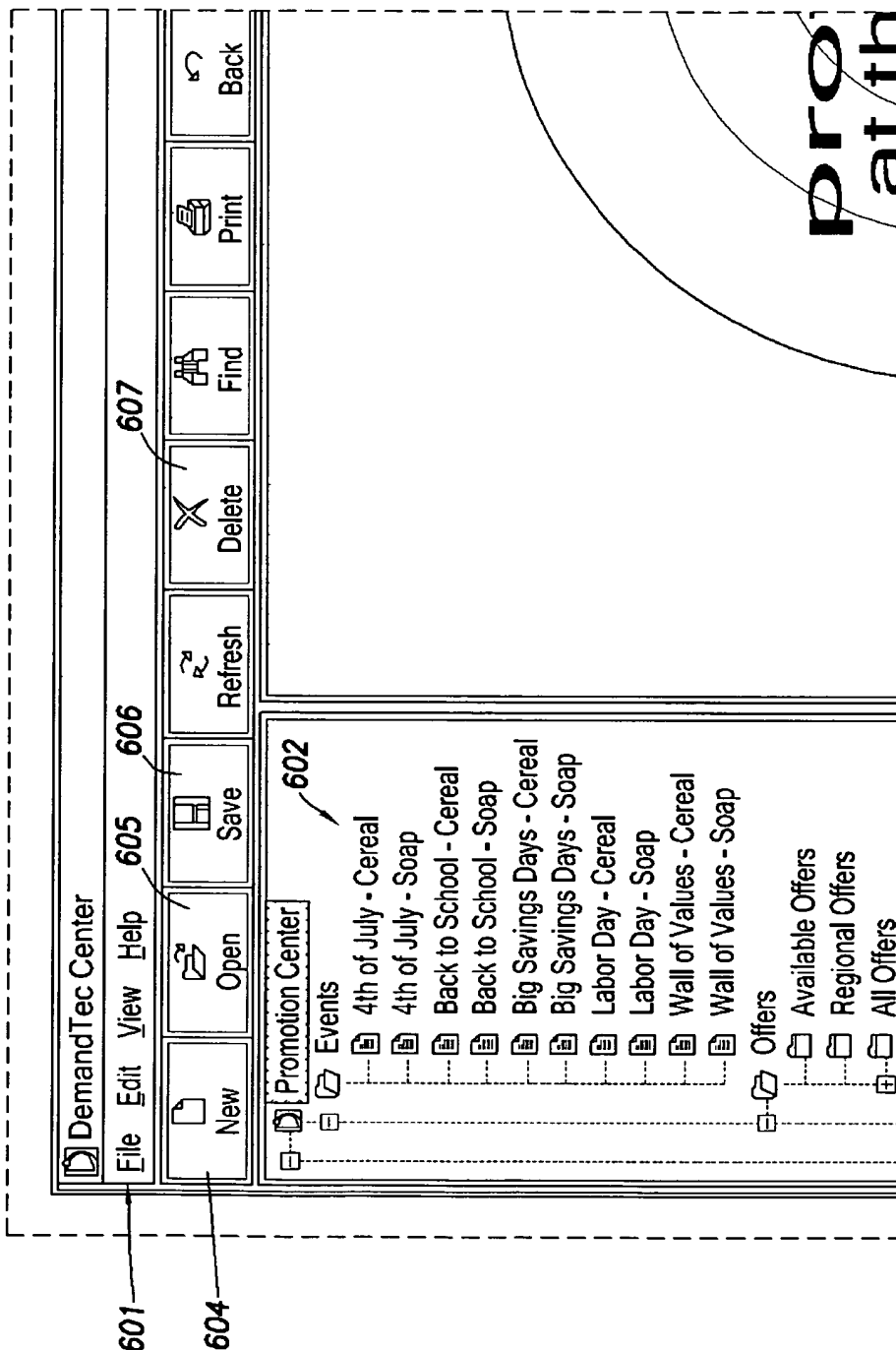


FIG. 6A

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600

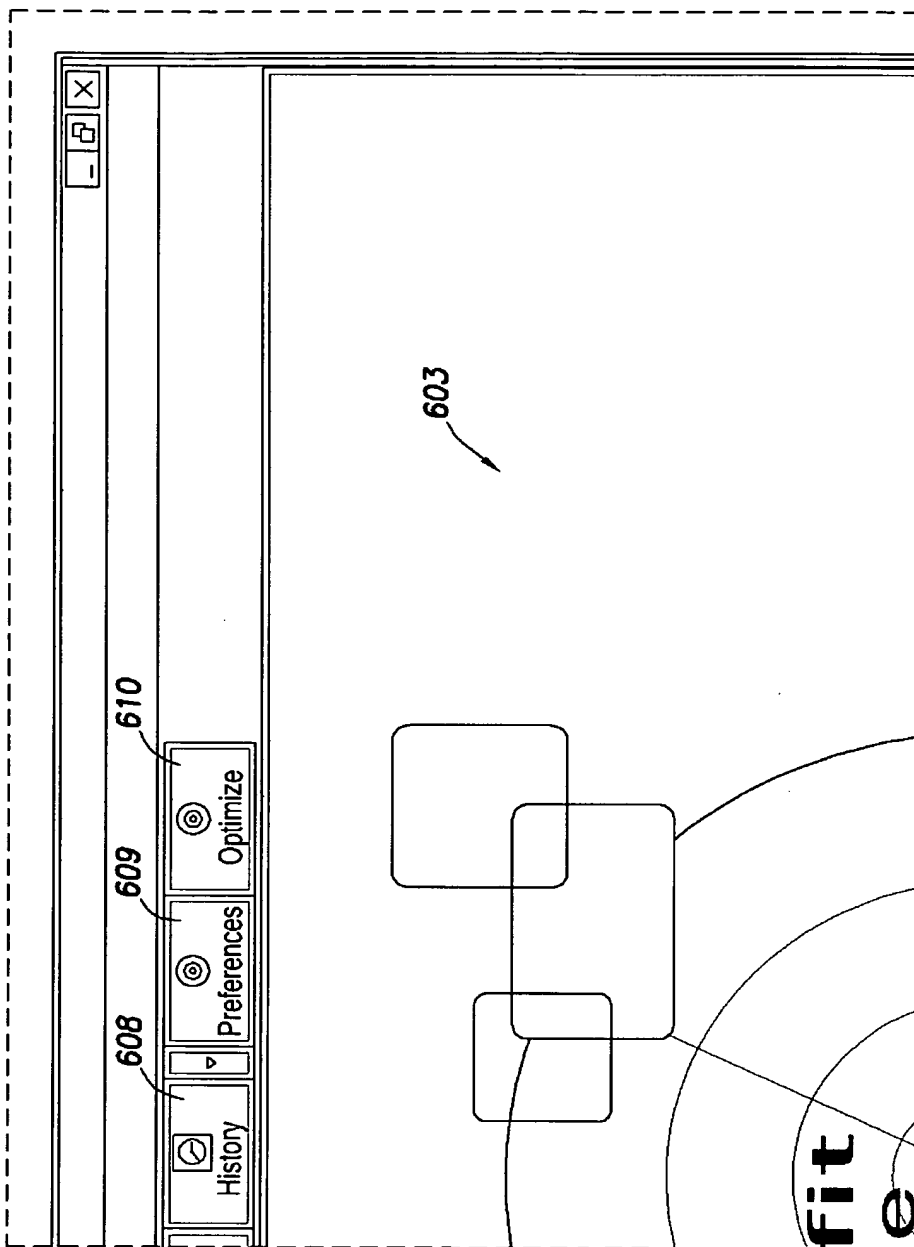


FIG. 6B

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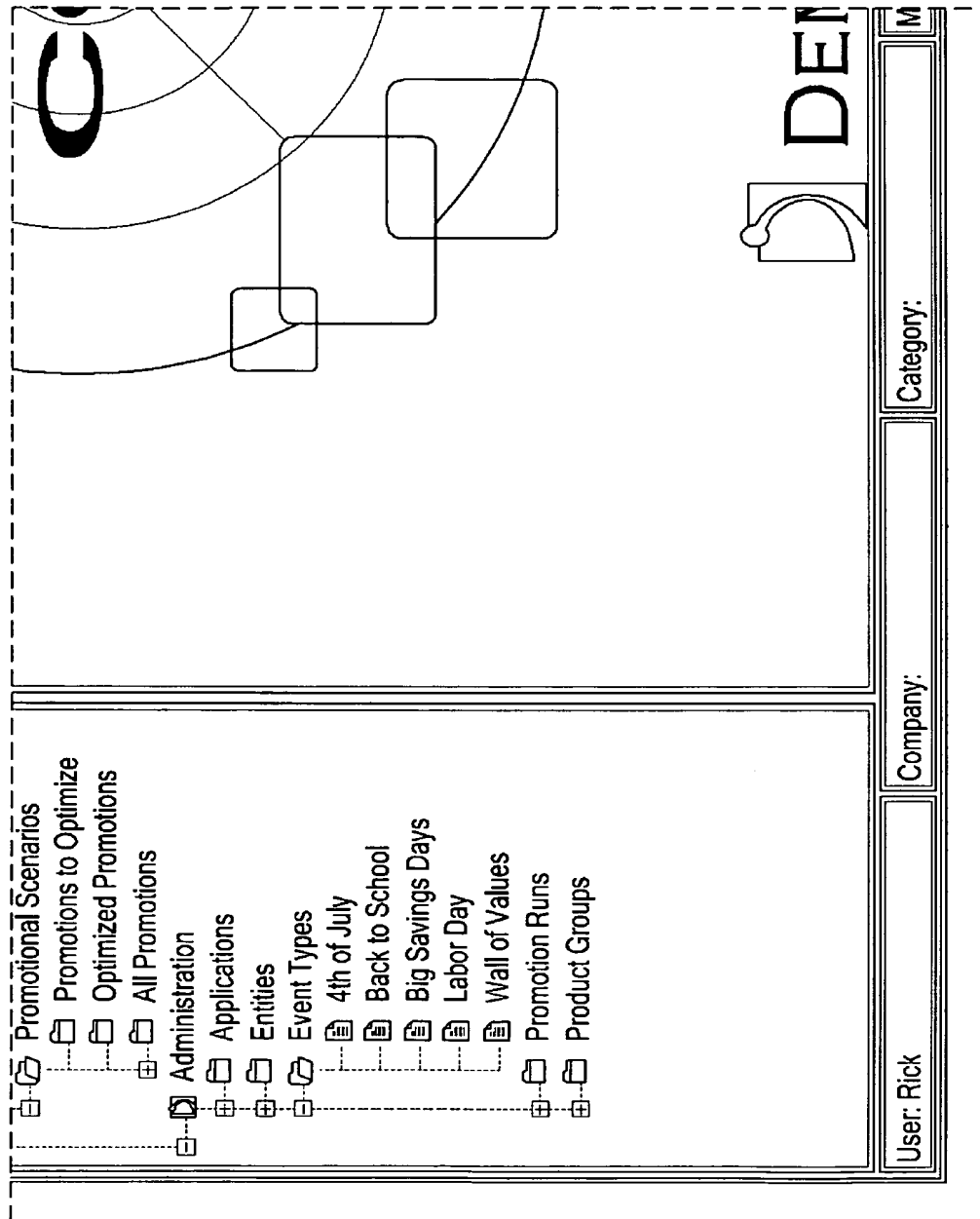


FIG. 6C

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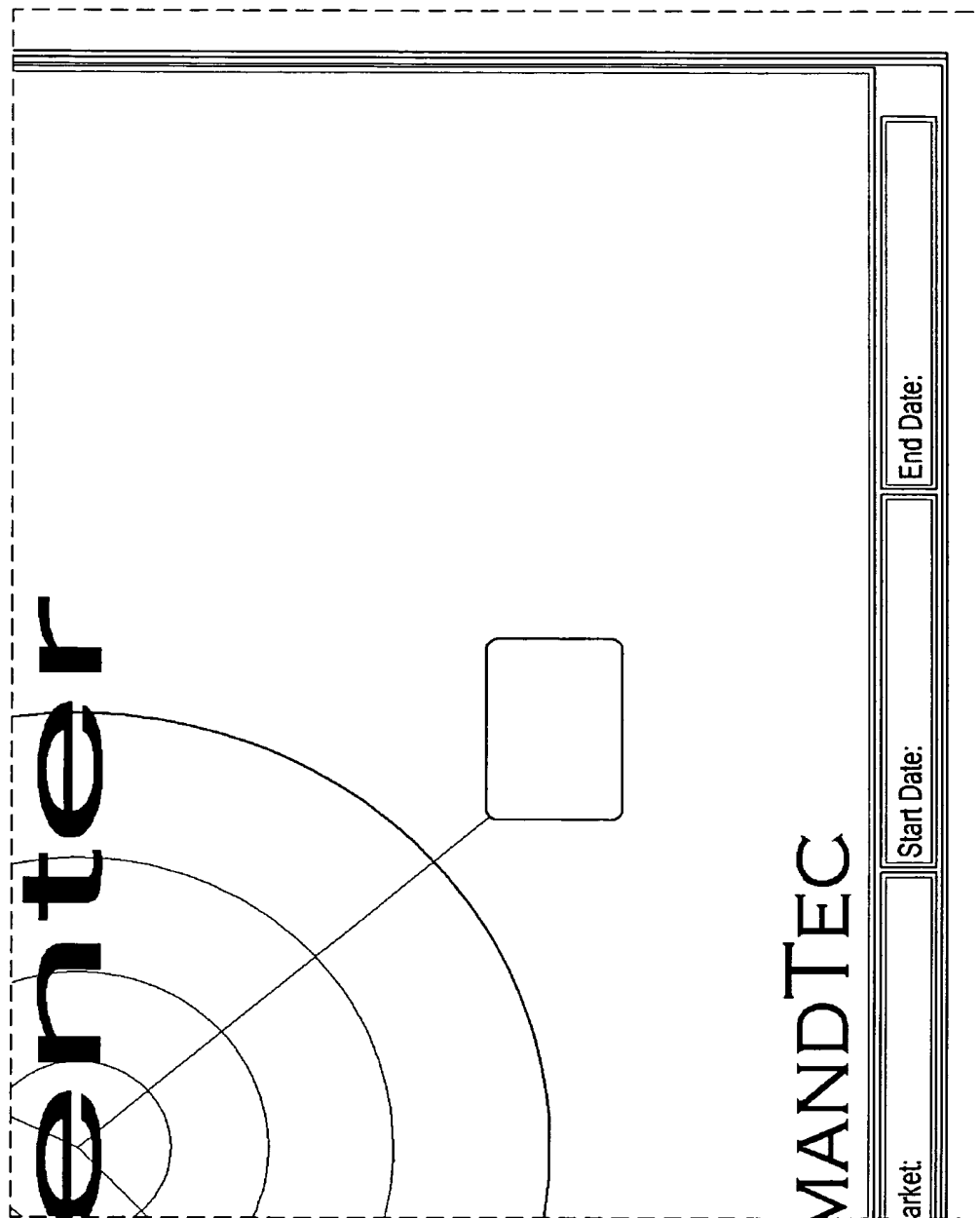


FIG. 6D

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DemandTec - Promotion Center

DemandTec Promotion Center - Planning Wizard

Add filters to establish global Planning variables.

Enter Planning Start and End Dates, Company or Division, Category and Market. 702

Start Date	5/1/2001	End Date	8/1/2001			
Company	One Stop			Find	New	Clear
Product Category	Soap			Find	New	Clear
Market	North Atlanta			Find	New	Clear

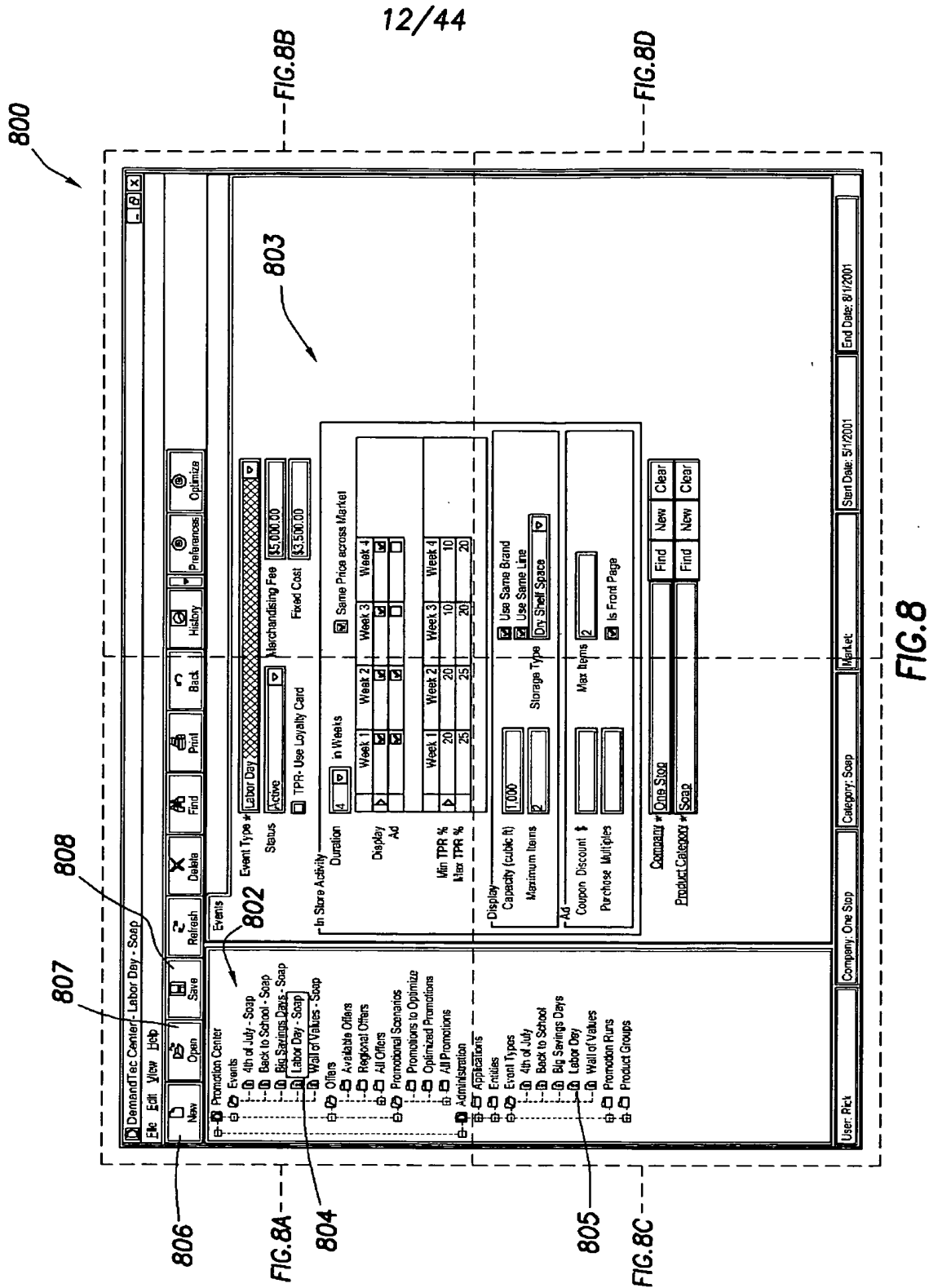
703 704 705

Help Back Next Finish Cancel

FIG. 7

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800

DemandTec Center - Labor Day - Soap

808

806
File
Edit
View
Help

807

New
Open
Save
Refresh
Delete
Find
Print
Back

802

804

Promotion Center
Events
4th of July - Soap
Back to School - Soap
Big Savings Days - Soap
Labor Day - Soap
Wall of Values - Soap
Offers
Available Offers
Regional Offers
All Offers
Promotional Scenarios
Promotions to Optimize
Optimized Promotions
All Promotions
Administration

Event Type *
Labor Day

Status
Active

TPR- Use Loyalty Card

In Store Activity

Duration
4
in Weeks

Display

Week 1
Week 2

Ad

Week 1
Week 2

Min TPR %

Week 1
Week 2

Max TPR %

Week 1
Week 2

FIG. 8A

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803

Same Price across Market	
Week 3	Week 4
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Same Price across Market	
Week 3	Week 4
10	10
20	20

FIG. 8B

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800

Applications

Entities

Event Types

4th of July

Back to School

Big Savings Days

Labor Day

Wall of Values

Promotion Runs

Product Groups

805

Display

Capacity (cubic ft)

1,000

Maximum Items

2

Storage Ty

Ad

Coupon Discount \$

Purchase Multiples

Max Ite

Company *

One Stop

Product Category *

Soap

User: Rick

Company: One Stop

Category: Soap

M

FIG.8C

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<input checked="" type="checkbox"/> Use Same Brand		<input checked="" type="checkbox"/> Use Same Line		<input type="text" value="Dry Shelf Space"/>	
<input checked="" type="checkbox"/> Is Front Page		<input type="text" value="2"/>		<input checked="" type="checkbox"/> Is Front Page	
<input type="text" value="Find"/>	<input type="text" value="New"/>	<input type="text" value="Clear"/>	<input type="text" value="Find"/>	<input type="text" value="New"/>	<input type="text" value="Clear"/>
<input type="text" value="Start Date: 5/1/2001"/>		<input type="text" value="End Date: 8/1/2001"/>			

FIG. 8D

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Event Type * Labor Day

Status Active

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903

904

Merchandising Fee \$5,000.00

Fixed Cost \$3,500.00

TPR- Use Loyalty Card

In Store Activity

Duration 4 in Weeks

906

Same Price across Market

	Week 1	Week 2	Week 3	Week 4
Display	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ad	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

907

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	Week 1	Week 2	Week 3	Week 4
Min TPR %	20	20	10	10
Max TPR %	25	25	20	20

909

910

Display Capacity (cubic ft) 1,000

911

Maximum Items 2

912

Storage Type Dry Shelf Space

913

Use Same Brand

Use Same Line

Ad

Coupon Discount \$

Purchase Multiples

Max Items 2

914

Is Front Page

915

Company * One Stop

Product Category * Soap

916

Find New Clear

Find New Clear

FIG. 9

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FIG. 10B

FIG. 10D

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FIG. 10A

FIG. 10C

FIG. 10

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DemandTec Center - New Offers Record

File Edit View Help

New Open Save Refresh Delete Find Print Back

Offers

- Promotion Center
 - Events
 - 4th of July - Soap
 - Back to School - Soap
 - Big Savings Days - Soap
 - Labor Day - Soap
 - Wall of Values - Soap
 - Offers
 - Available Offers
 - Regional Offers
 - All Offers
 - Promotional Scenarios
 - Promotions to Optimize
 - Optimized Promotions
 - All Promotions
 - Administration

Event Requirements

Name * End of Year Blow-Out

Description Description field

Supplier * Supplier Company

Product Group * Private Label

Deal Code 123XYZ

Start Date 5/1/2001

Offer Type ☐ Accrual Fund ☐ Case Allowance

FIG. 10A

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Status *	End Date
Available	8/1/2001

ffer

FIG. 10B

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<div> <div> <div>Applications</div> <div>Entities</div> <div>Event Types</div> <div>Promotion Runs</div> <div>Product Groups</div> </div> <div> <div>Case Allowance</div> <div>Count/Recount</div> <div>Payment</div> <div>Percent Off</div> <div>Rebate</div> <div>Scan Program</div> </div> </div>		<div> <div>Allowance</div> <div>Duration</div> <div>Forward Buy</div> <div>\$ Amount</div> <div>% of Require</div> </div>	
<div> <div>Company *</div> <div>One Stop</div> </div>		<div> <div>Product Category *</div> <div>Soap</div> </div>	
<div> <div>Market</div> </div>		<div> <div>Category: Soap</div> </div>	
<div> <div>User: Rick</div> </div>		<div> <div>Company: One Stop</div> </div>	

FIG. 10C

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Allowance per		Case	▼
5.00	Case Cap	5,000	
Additional Cases		▼	
Add'l Cases			
Add'l Weeks			
Find	New	Clear	
Find	New	Clear	
Find	New	Clear	
Market:		Start Date: 5/1/2001	End Date: 8/1/2001

FIG. 10D

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FIG. 11

1100

1101

Offers

Event Requirements

Name* End of Year Blow-Out

Description

1102

Supplier* Supplier Company

Product Group* Private Label

1103

Deal Code 123XYZ

1104

Status* Available

1107

Start Date 5/1/2001

1105

End Date 8/1/2001

1106

Offer Type

☐ Accrual Fund

☒ Case Allowance

☐ Count/Recount

☐ Payment

☐ Percent Off

☐ Rebate

☐ Scan Program

1108

Case Allowance Offer

Allowance \$5.00

Duration 4

Case Cap 5,000

Forward Buy

Additional Cases

\$ Amount

% of Require

Add'l Cases

Add'l Weeks

1109

1110

Company* One Stop

Product Category* Soap

1111

Market

1112

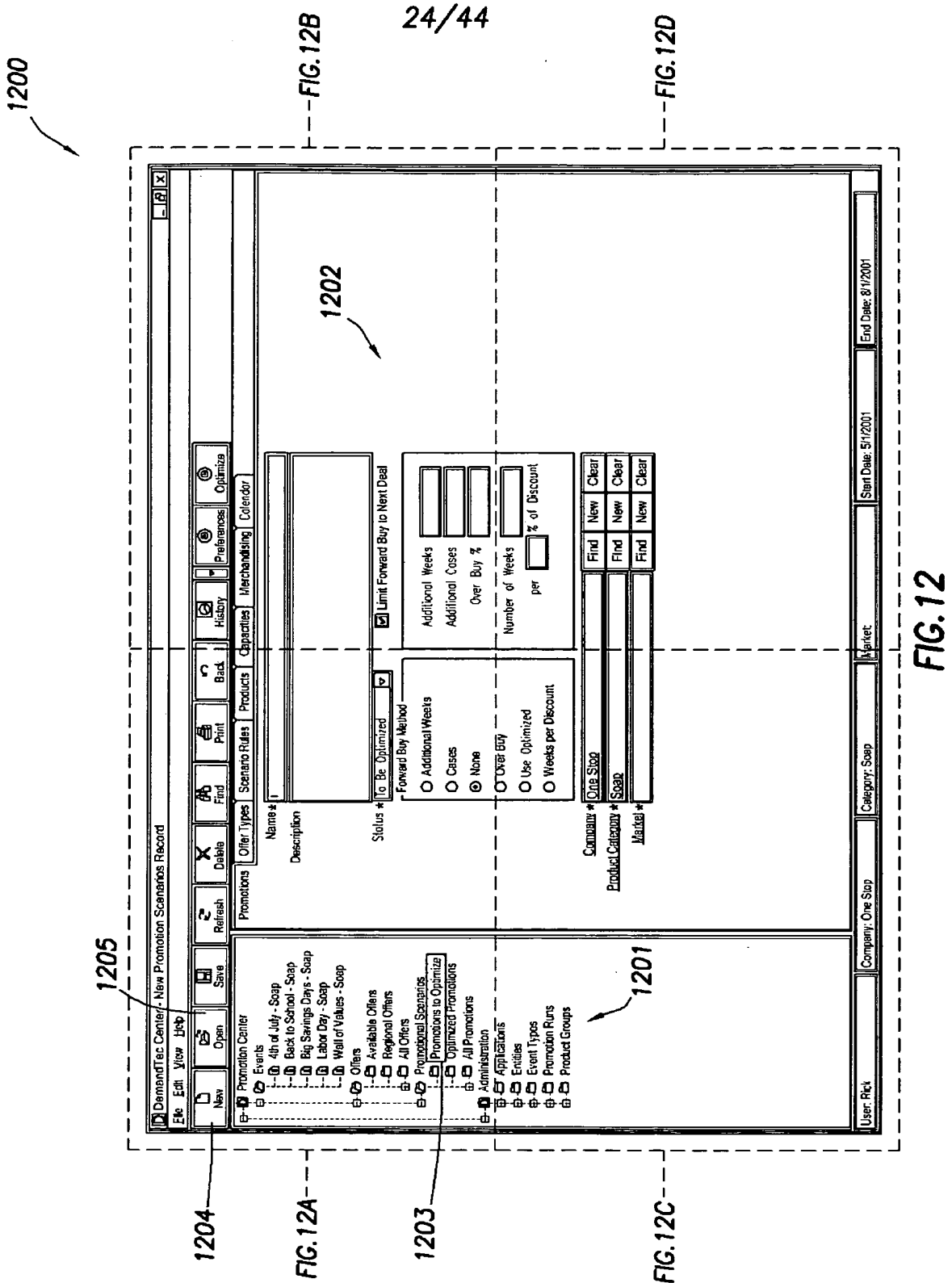
Find New Clear

Find New Clear

Find New Clear

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1200

DemandTec Center - New Promotion Scenarios Record

File Edit View Help

New Open Save Refresh Delete Find Print Back

Left Sidebar (Tree View):

- Promotion Center
 - Events
 - 4th of July - Soap
 - Back to School - Soap
 - Big Savings Days - Soap
 - Labor Day - Soap
 - Wall of Values - Soap
 - Offers
 - Available Offers
 - Regional Offers
 - All Offers
 - Promotional Scenarios
 - Promotions to Optimize
 - Optimized Promotions
 - All Promotions
 - Administration

Right Pane:

Name *

Description

Status * To Be Optimized

Forward Buy Method

☐ Additional Weeks
☐ Cases
☒ None

FIG. 12A

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FIG. 12B

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1200

1200

1201

Applications

Entities

Event Types

Promotion Runs

Product Groups

Over Buy

Use Optimized

Weeks per Discount

Company *

Product Category *

Market *

Category: Soap

Company: One Stop

User: Rick

FIG. 12C

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Number of Weeks		per		% of Discount	
<input type="text"/>		<input type="text"/>		<input type="text"/>	
Find	New	Clear	Find	New	Clear
Find	New	Clear	Find	New	Clear
Find	New	Clear	Find	New	Clear
Market:					
Start Date: 5/1/2001			End Date: 8/1/2001		

FIG. 12D

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FIG. 13

1301

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Promotions

Offer Types

Scenario Rules

Products

Capacities

Merchandising

Calendar

Name *

Plan - 1st Quarter

Description

First Quarter Promotion Plan

Status *

To Be Optimized

Limit Forward Buy to Next Deal

Forward Buy Method

Additional Weeks

Cases

None

Over Buy

Use Optimized

Weeks per Discount

Additional Weeks

Additional Cases

Over Buy %

Number of Weeks

per

% of Discount

Company *

One Stop

Product Category *

Soap

Market *

North Atlanta

Find

New

Clear

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Find

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Clear

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1400

1401

Promotions Offer Types Scenario Rules Products Capacities Merchandising Calendar

Disallow Offers with the Following Attributes

1404 Case Cap

1404 Cases

1402 Dollars

Percentage of Requirement

Weeks

Permit Offers of the Following Types

1403

1405 Accrual Fund

1405 Case Allowance

Count/Recount

Payment

Percent Off

Rebate

Scan Program

FIG. 14

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Promotion Rule Type	Minimum	Maximum	Unit
Average Promoted Discount	10	25	Percent
Minimum Revenue	\$10,000.00		Dollar

FIG. 15

Promotion Rule Type * Average Promoted Discount Level

This rule sets the minimum and maximum average percentage level of discount for promoted items during the planning period.

Minimum 10

Maximum 25

OK Cancel

FIG. 16

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1804

2000

1801

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1803

Market North Atlanta

Start Date 5/1/2001

End Date 6/1/2001

Compute Max

	5/1/2001	5/8/2001	5/15/2001	5/22/2001	5/29/2001	Max Events
4th of July	1	1	1	1	1	5
Back to School	2	3	1	2	2	10
Big Savings	1	1	1	1	1	5
Labor Day	1	1	1	1	1	5
Wall of Values	1	1	2	2	2	8
Max Weekly Events	6	7	6	7	7	33

Promotions Offer Types Scenario Rules Products Capacities Merchandising Calendar

FIG. 18

DemandTec - Promotion Center Optimizer

DemandTec Promotion Center - Optimization Wizard

Select a Promotion Scenario to Optimize

Promotion

2001

Help Back Next Finish Cancel

FIG. 20

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1904

Promotion Type	Max Freq	Min Freq	Freq Unit	Min Gap	Gap Unit
Category Promotion	2	1	Week	1	Week
Brand Promotion	2	0	Week	1	Week
Item Promotion	4	1	Week	2	Week

FIG. 19

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FIG.21B

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FIG.21D

FIG.21A

FIG.21C

FIG.21

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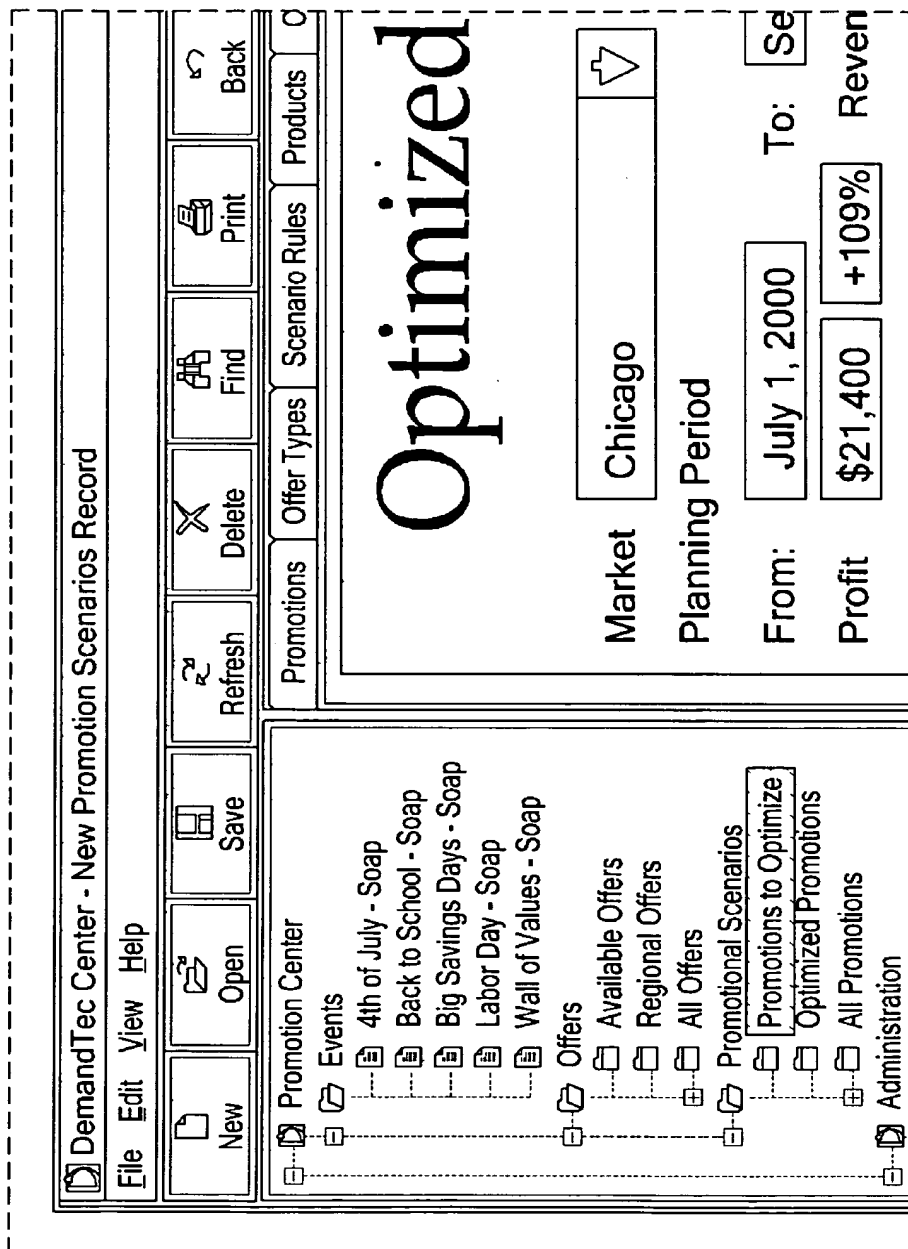


FIG. 21A

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2100

2102

The screenshot shows a software window titled 'Promotion Calendar'. The window has a standard Windows-style title bar with minimize, maximize, and close buttons. Below the title bar is a menu bar with 'File', 'Edit', 'View', 'Tools', 'Help', and 'Calendar'. The 'Calendar' menu is currently open, showing options: 'Capacities', 'Merchandising', 'Calendar', 'Preferences', 'Optimize', and 'History'. The main content area of the window is titled 'Promotion Calendar' in a large, bold font. To the right of the title, there is a 'Save' button. Below the title, there is a 'Category' dropdown menu set to 'Laundry Detergent'. To the right of the category, there are two input fields: 'Volume' with the value '3,218' and a percentage change of '-2.7%'. Below these, there are two more input fields: 'p. 30, 2000' and '\$74,520', with a percentage change of '+3.2%'.

Save

Category
Laundry Detergent

Volume 3,218 -2.7%

p. 30, 2000 \$74,520 +3.2%

FIG.21B

+

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<div> <div> <div>Applications</div> <div> <div>Entities</div> <div>Event Types</div> <div>Promotion Runs</div> <div>Product Groups</div> </div> </div> <div> <div>Brand/Item</div> <div> <div> <div>+</div> <div>Cheer</div> </div> <div> <div>-</div> <div>Tide</div> </div> <div> <div>+</div> <div>Tide 50 Pwdr. — 2104</div> </div> <div> <div>+</div> <div>Tide 100 Pwdr.</div> </div> <div> <div>+</div> <div>Tide 200 Liquid — 2104</div> </div> <div> <div>+</div> <div>Surf</div> </div> </div> </div> </div>		<div> <div>Category: Soap</div> </div>
<div> <div>Company: One Stop</div> </div>		<div> <div>Category: Soap</div> </div>
<div> <div>User: Rick</div> </div>		<div> <div>Category: Soap</div> </div>

FIG.21C

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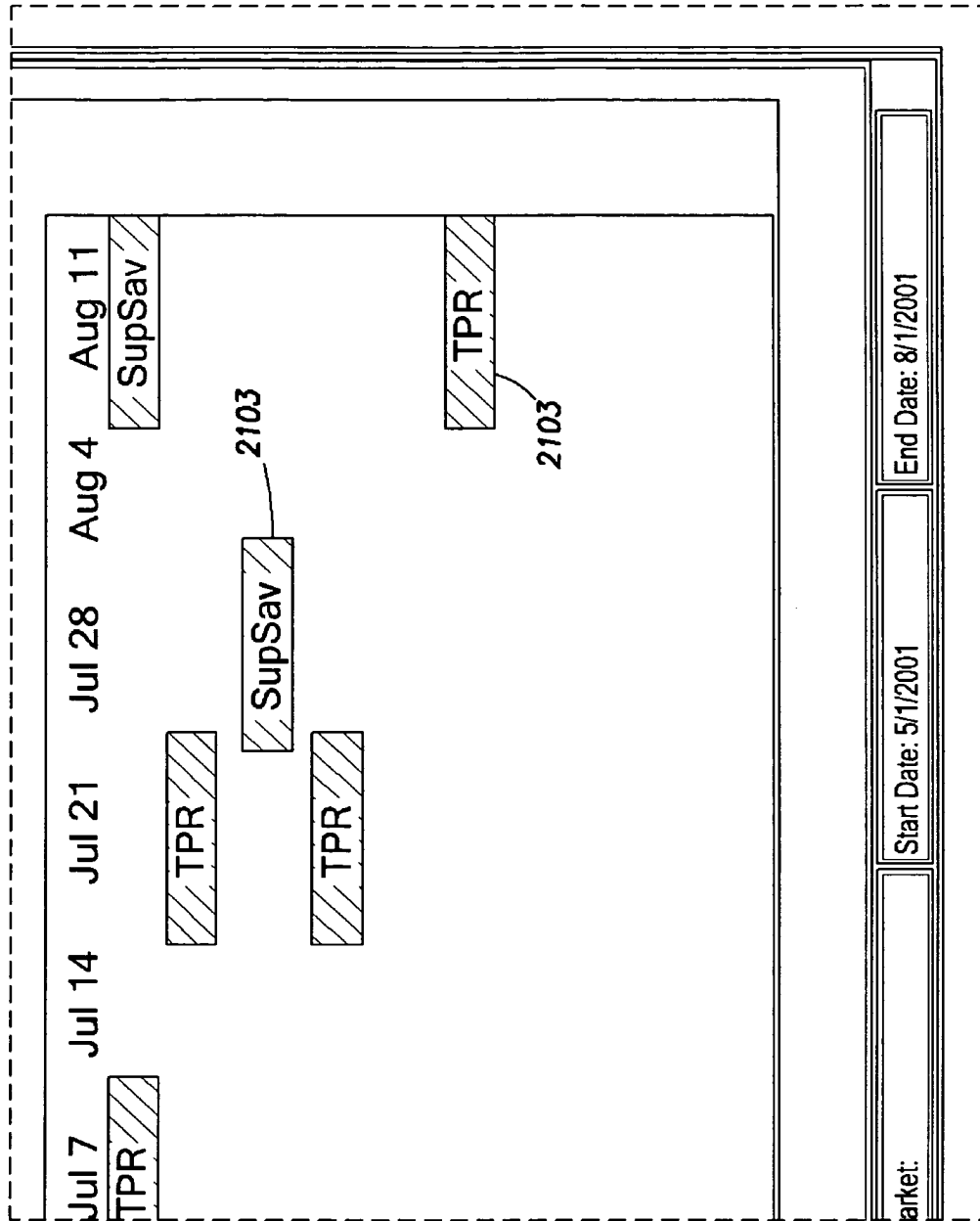
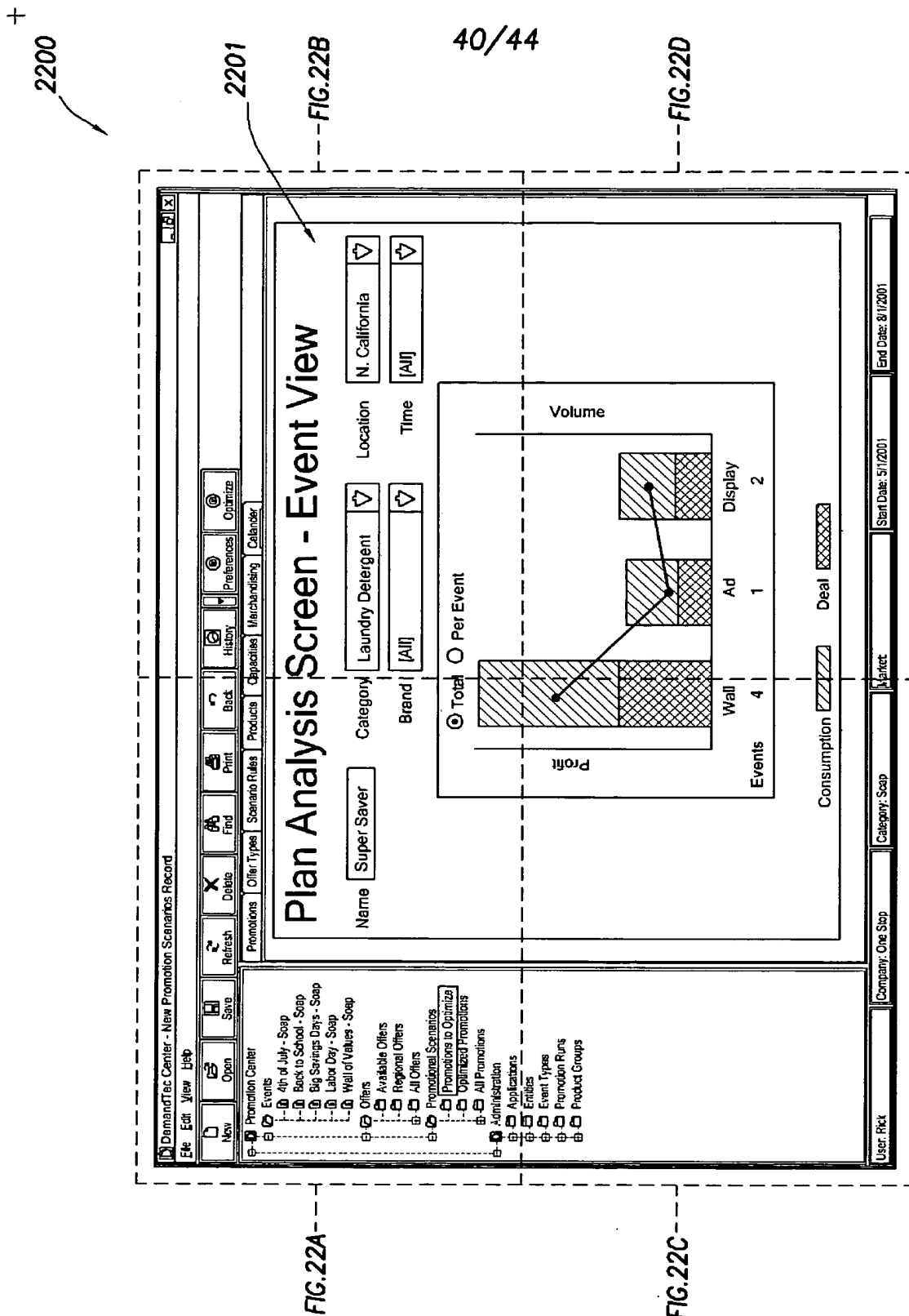


FIG. 21D

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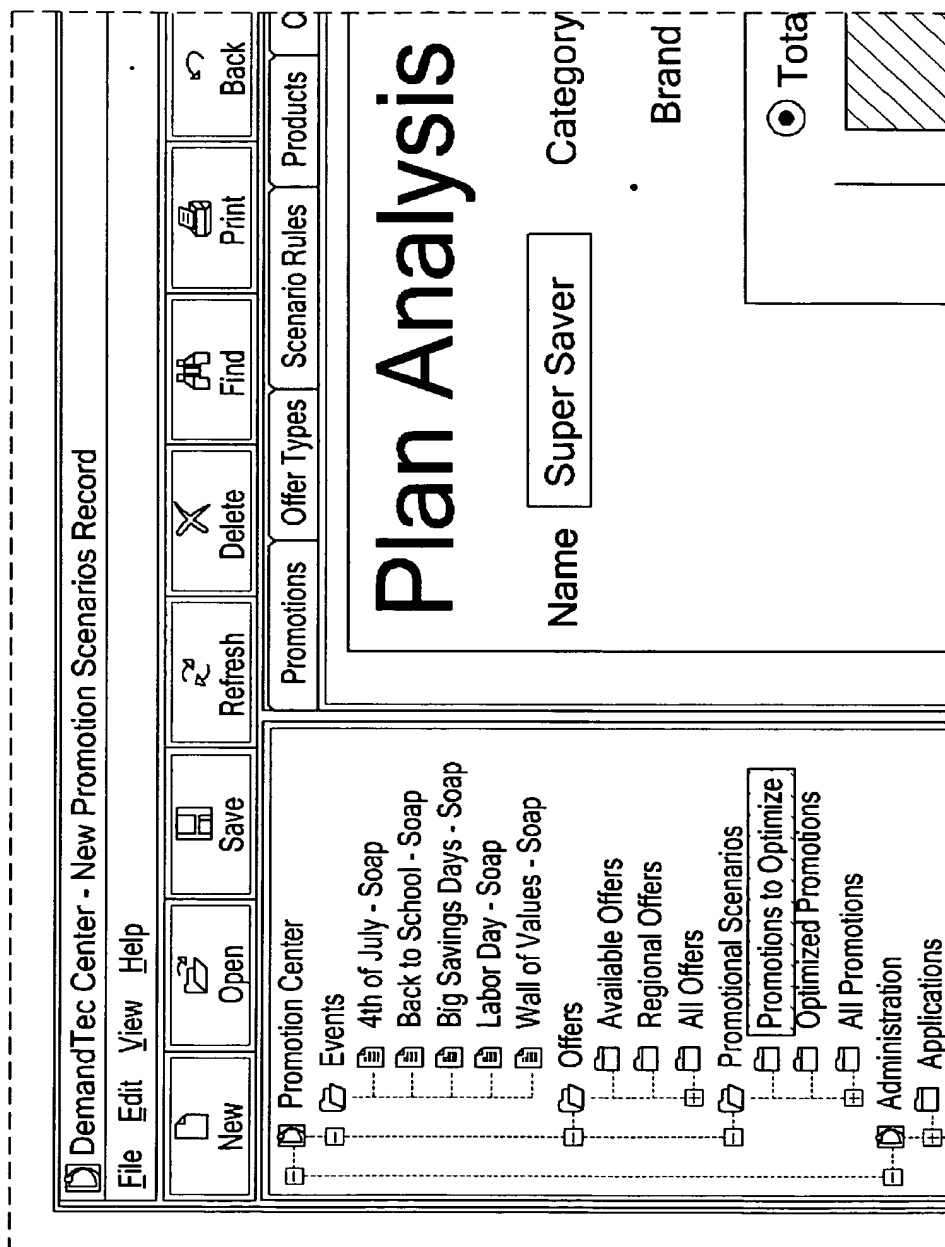


FIG. 22A

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2201

Screen - Event View

History Preferences Optimize

apacities Merchandising Calander

Laundry Detergent [All]

Location N. California

Time [All]

☐ Per Event

FIG. 22B

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2200

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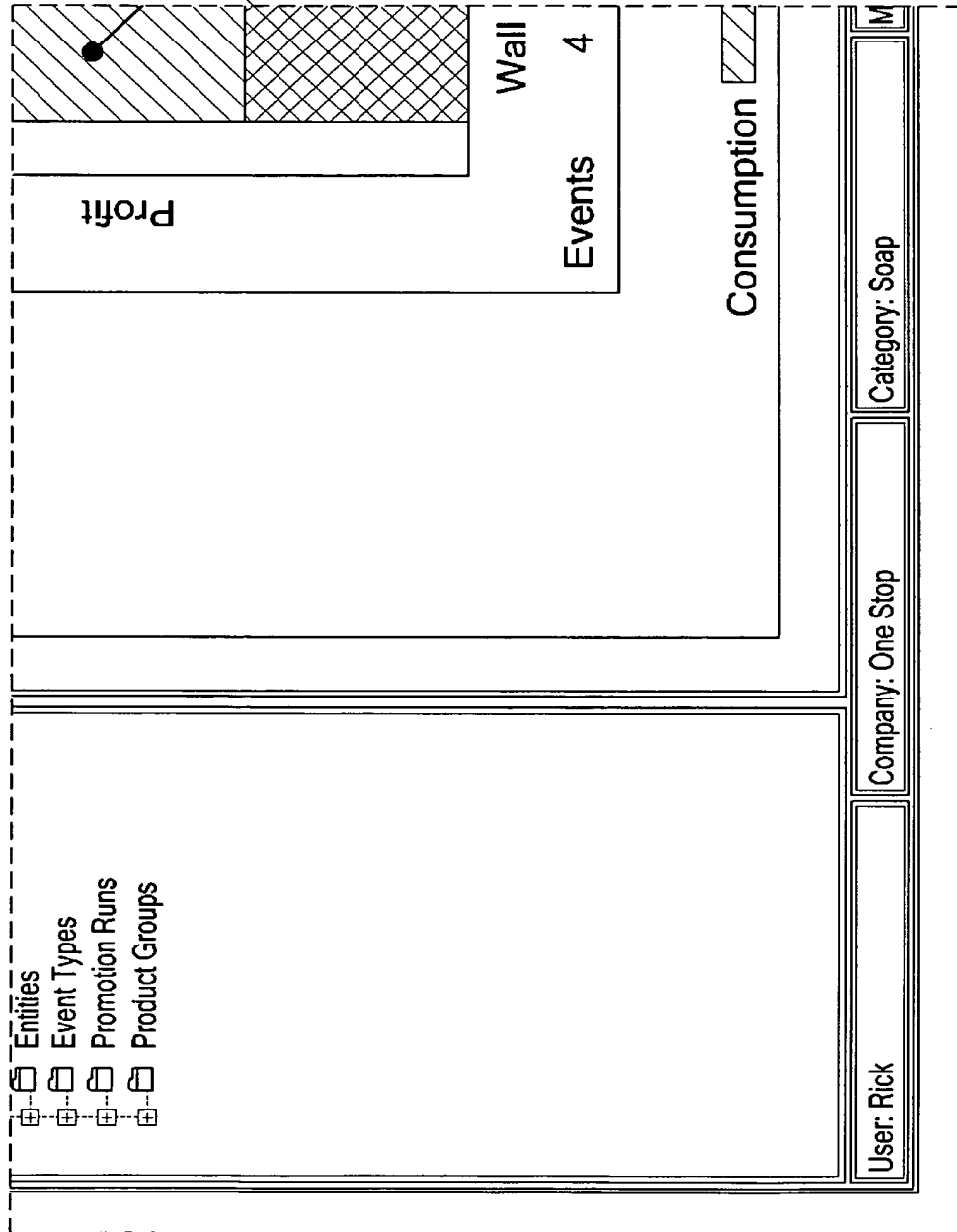


FIG. 22C

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2200

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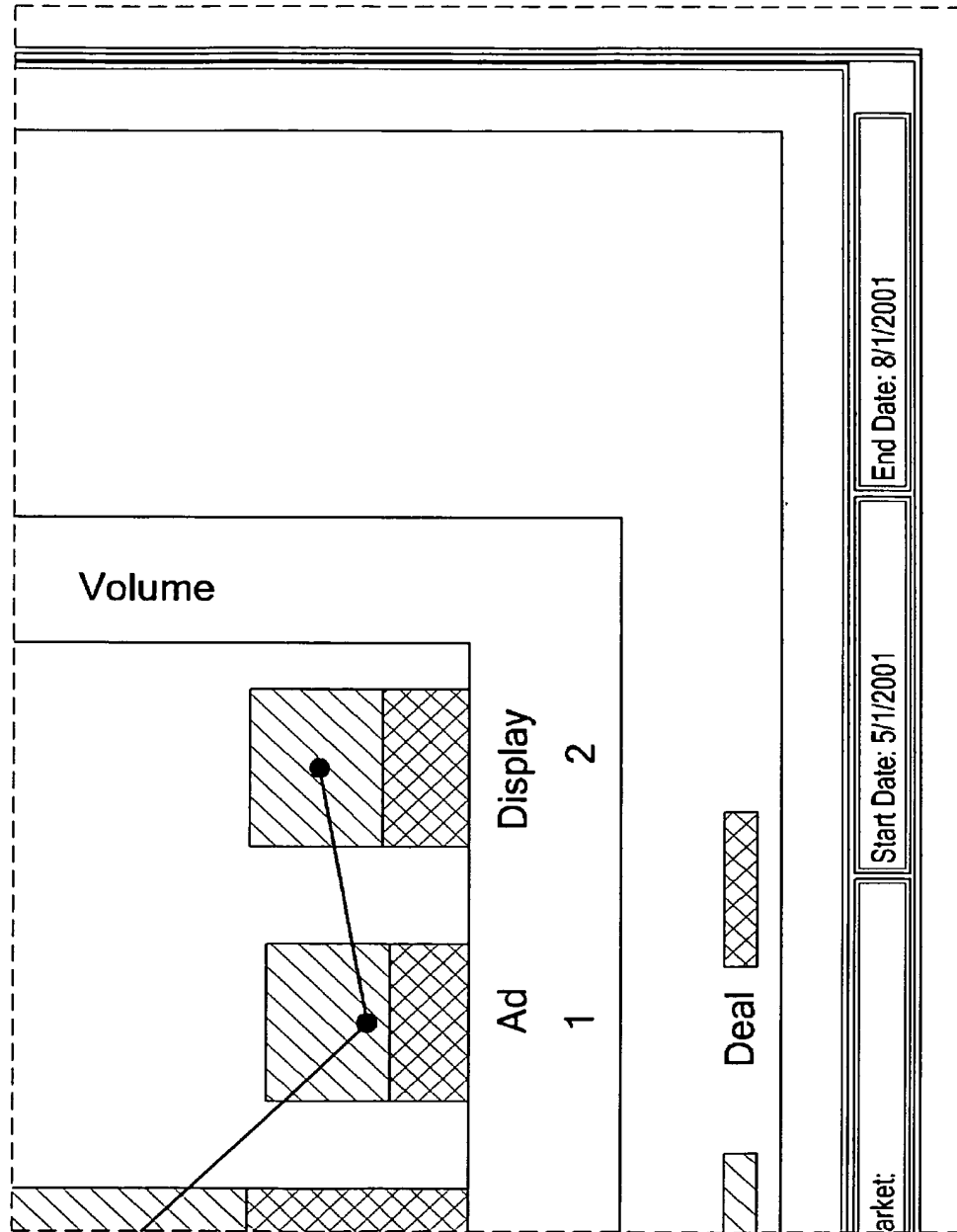


FIG. 22D

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